

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

**RJR Account #154180**

Mr. J. Derigo  
DERIGO SALES

## FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear John:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 105 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

| DORAL<br>BRAND STYLE | B1G1F<br>UPC Code | #/ (6M) Cases<br>B1G1F |
|----------------------|-------------------|------------------------|
| Light                | 12300-24960       | <u>4</u>               |
| Light 100            | 12300-24961       | <u>4</u>               |
| Light Men 100        | 12300-24963       | <u>3</u>               |
| FF 100               | 12300-24962       | <u>3</u>               |

### DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

**Product PO # 040 ; Displays PO # 041**

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

**0.4965**

SKU WT (w/o Product):

**1.1700 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$935.51**

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B1G1F  
DERIGO SALES

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$68.60 (7.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen  
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 3  
 DATE: 97-12-18  
 TIME: 04:20 PM

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB BIG1F  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS              | CITY          | ST | ZIP   | QTY   | TAX       | CHAIN-ID | SUPPLIER      | ACCT          | PHONE # |
|--------|--------|--------|---------------------|----------------------|---------------|----|-------|-------|-----------|----------|---------------|---------------|---------|
| 162601 | 162622 | 769359 | AMON CONVENIENT FOO | 1041 ENGLEWOOD RD    | TONAWANDA     | NY | 14223 | 1     |           |          |               | (716)876-8760 |         |
| 162601 |        | 574026 | U.S. QUALITY FOOD   | 471 E FERRY ST       | BUFFALO       | NY | 14208 | 2     |           |          |               | (716)883-6335 |         |
| 162601 | 162629 | 574995 | QUICK CHECK FOOD MR | 2580 ELMWOOD AVE     | BUFFALO       | NY | 14217 | 1     |           |          |               | (716)871-1665 |         |
| 162601 | 162625 | 576389 | FAMILY CORNER STORE | 380 CONNECTICUT S    | BUFFALO       | NY | 14213 | 1     |           |          |               | (716)886-4970 |         |
| 162601 |        | 597977 | ZIPPS FOOD & BEV.   | 896 NIAGARA ST       | BUFFALO       | NY | 14213 | 1     |           |          |               | (716)886-9032 |         |
| 162601 | 162629 | 598990 | U.S. FOOD MART      | 235 ESSER ST.        | BUFFALO       | NY | 14207 | 1     |           |          |               | (716)875-1234 |         |
| 162601 | 162625 | 641572 | E. FERRY CLOVER FAR | 436 E FERRY ST       | BUFFALO       | NY | 14208 | 1     |           |          |               | (716)885-9238 |         |
| 162601 | 162629 | 658852 | COLVIN-COMFORTABLE  | 630 COLVIN AVE       | BUFFALO       | NY | 14216 | 1     |           |          |               | (716)877-4440 |         |
| 162601 | 162626 | 691528 | M&R FASTSTOP        | 221 OLIVER ST        | N TONAWANDA   | NY | 14120 | 1     |           |          |               | (716)743-0919 |         |
| 162601 | 162625 | 719755 | SAMI EXPRESS        | 880 FILLMORE AVE     | BUFFALO       | NY | 14212 | 1     |           |          |               | (716)842-8880 |         |
| 162601 | 162625 | 396995 | HOLLY FARMS MARKET  | 233 - 235 ALLEN S    | BUFFALO       | NY | 14201 | 1     |           |          |               | (716)882-2733 |         |
| 162601 | 162629 | 397310 | HERTEL NEWS         | 1416 HERTEL AVE      | BUFFALO       | NY | 14216 | 1     |           |          |               | (716)836-3616 |         |
| 162601 | 162625 | 397614 | JOHN'S TOBACCO      | 403 MAIN ST          | BUFFALO       | NY | 14203 | 1     |           |          |               | (716)855-0243 |         |
| 162601 | 162626 | 398665 | CPM #33-015         | 3030 SWEET HOME R    | AMHERST       | NY | 14228 | 1     | 0990-0000 |          |               | (716)691-7655 |         |
| 162601 | 162629 | 460480 | JOE'S SERVICE CENTE | 1602 ELMWOOD AVE     | BUFFALO       | NY | 14207 | 1     |           |          |               | (716)877-9823 |         |
| 162601 | 162625 | 496766 | ALLENTOWN FOOD SHOP | 76 ELMWOOD AVE       | BUFFALO       | NY | 14201 | 1     |           |          |               | (716)881-5748 |         |
| 162601 | 162626 | 744008 | PARKSIDE MARKET INC | 1150 SHERIDAN DR     | TONAWANDA     | NY | 14150 | 1     |           |          |               | (716)447-9169 |         |
| 162601 | 162629 | 746533 | AL'S CORNER STORE   | 2894 ELMWOOD AVE     | KENMORE       | NY | 14217 | 2     |           |          |               | (716)873-7745 |         |
| 162601 |        | 752787 | DAIRY STORE         | 354 NIAGARA FALLS    | TONAWANDA     | NY | 14223 | 1     |           |          |               | (716)836-8690 |         |
| 162601 | 162629 | 765275 | KWK SHOP            | 185 ESSER AVE        | BUFFALO       | NY | 14207 | 1 NYS |           |          |               | (716)875-5363 |         |
| 162601 | 162622 | 765413 | SADO GAS #7         | 4004 LAKE AVE        | LOCKPORT      | NY | 14094 | 2 NYS | 1260-0000 | SAD0089  | (716)434-1184 |               |         |
| 162601 | 162626 | 497268 | STOP N GAS #11      | 8811 NIAGARA FALL    | NIAGARA FALLS | NY | 14304 | 2 NYS | 1260-0000 | SAD0089  | (716)297-9338 |               |         |
| 162601 | 162626 | 738580 | SHERIDAN CONV. MART | 1066 SHERIDAN DR     | TONAWANDA     | NY | 14150 | 2 NYS |           |          |               | (716)874-9774 |         |
| 162601 | 162625 | 809737 | PRICE RITE MARKET   | 324-26 W. DELEAVAN   | BUFFALO       | NY | 14213 | 1 NYS |           |          |               | (716)885-2887 |         |
| 162601 | 162626 | 128682 | MIKE REXFORD SERVIC | 1940 NIAGARA FALL    | TONAWANDA     | NY | 14150 | 1 NYS |           |          |               | (716)692-7017 |         |
| 162601 | 162622 | 128934 | KENYON #778/DYNAWAS | 2905 S. MAIN ST.     | NEWFANE       | NY | 14108 | 1 NYS | 1895-0000 |          |               | (716)778-7899 |         |
| 162601 | 162629 | 311007 | LIER'S DELI         | 697 TONAWANDA ST     | BUFFALO       | NY | 14207 | 1 NYS |           |          |               | (716)873-6153 |         |
| 162601 | 162625 | 396875 | BILLS DEL           | 32 ALLEN ST          | BUFFALO       | NY | 14202 | 1 NYS |           |          |               | (716)882-3755 |         |
| 162602 | 162629 | 397117 | PIKE'S PEAK DELI    | 1318 FILLMORE AVE    | BUFFALO       | NY | 14211 | 1     |           |          |               | (716)896-0317 |         |
| 162602 | 162629 | 467548 | FOOD PLUS           | 414 E AMHERST ST     | BUFFALO       | NY | 14215 | 3     |           |          |               | (716)834-1087 |         |
| 162602 | 162625 | 624669 | A-PLUS MINI MARKET  | 1981 FILLMORE AVE    | BUFFALO       | NY | 14214 | 1     | 0362-0102 |          |               | (716)835-0461 |         |
| 162602 | 162629 | 634670 | APLUS MINI MART(F)  | 4401 UNION ROAD      | CHEEKWAGA     | NY | 14225 | 1     | 0362-0102 |          |               | (716)631-0009 |         |
| 162602 | 162625 | 660888 | WE NEVER CLOSE      | 1054 ELMWOOD AVE     | BUFFALO       | NY | 14222 | 1     |           |          |               | (716)886-5498 |         |
| 162602 | 162622 | 672361 | EAGLE EXPRESS SHOPS | 5380 GENESEE ST      | BOWMANSVILLE  | NY | 14026 | 1     |           |          |               | (716)684-0333 |         |
| 162602 | 162629 | 705604 | IMPERIAL FOOD MKT   | 3039 BAILEY AVE      | BUFFALO       | NY | 14215 | 2     |           |          |               | (716)836-6223 |         |
| 162602 | 162629 | 705606 | WALDEN CONVENIENT   | 599 WALDEN AVE       | BUFFALO       | NY | 14211 | 1     |           |          |               | (716)892-4669 |         |
| 162602 | 162625 | 705607 | ELMWOOD NEWS        | 988 ELMWOOD AVE      | BUFFALO       | NY | 14222 | 1     |           |          |               | (716)883-4255 |         |
| 162602 | 162629 | 766721 | FARM FRESH MARKET   | MOHAMED A. TAHER     | BUFFALO       | NY | 14215 | 1     |           |          |               | (716)838-6082 |         |
| 162602 | 162622 | 812664 | CHAPMAN'S MKT       | 9202 RIDGE RD        | MIDDLEPORT    | NY | 14105 | 1 NYS |           | CHA0104  | (716)735-7511 |               |         |
| 162602 | 162625 | 522940 | MAIN FOOD MART      | 1130 MAIN ST         | BUFFALO       | NY | 14209 | 1 NYS |           |          |               | (716)883-7100 |         |
| 162602 | 162622 | 398017 | MISTER BILLS        | 8 VERNON ST          | MIDDLEPORT    | NY | 14105 | 1 NYS |           |          |               | (716)735-7066 |         |
| 162603 | 162625 | 067574 | HILBERT MOBIL       | 08D9X 2793 SENECA ST | WEST SENECA   | NY | 14224 | 3     |           |          |               | (716)824-6137 |         |

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WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS           | CITY         | ST | ZIP   | QTY   | TAX       | CHAIN-ID | SUPPLIER       | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|--------------|----|-------|-------|-----------|----------|----------------|--------------|
| 162603 | 162623 | 788813 | STOP N GAS #15      | 5498 CAMP RD      | HAMBURG      | NY | 14075 | 2     | 1260-0000 |          | (716) 649-1007 |              |
| 162603 | 162625 | 522920 | HAPPY CORNER STORE  | 505 S. PARK AVE.  | BUFFALO      | NY | 14204 | 1     |           |          | (716) 853-2158 |              |
| 162603 | 162625 | 579726 | STOP N GAS #9       | 2111 CLINTON ST.  | WEST SENECA  | NY | 14224 | 2     | 1260-0000 |          | (716) 824-0438 |              |
| 162603 | 162623 | 620303 | STOP N GAS #6       | 4878 LAKE SHORE R | HAMBURG      | NY | 14075 | 2     | 1260-0000 |          | (716) 627-7319 |              |
| 162603 | 162625 | 655757 | LOVEJOY FOOD & BEVE | 1196 E LOVEJOY    | BUFFALO      | NY | 14206 | 1     |           |          | (716) 896-3370 |              |
| 162603 | 162625 | 683061 | STOP N GAS #14      | 3287 S PARK AVE   | LACKAWANNA   | NY | 14218 | 2     | 1260-0000 |          | (716) 826-8121 |              |
| 162603 | 162625 | 396994 | B-KWIK MKT #66      | 1989 SENECA ST    | BUFFALO      | NY | 14210 | 1     | 1435-0000 |          | (716) 824-1124 |              |
| 162603 | 162625 | 397015 | CLINTON MINI MARKET | 1880 CLINTON ST   | BUFFALO      | NY | 14206 | 4     |           |          | (716) 828-1160 |              |
| 162603 | 162625 | 397169 | BROTHERS DELI       | 1338 ELECTRIC AVE | LACKAWANNA   | NY | 14218 | 3     |           |          | (716) 822-1651 |              |
| 162603 | 162625 | 397193 | SERAFINI'S DELI     | 1892 SENECA ST    | BUFFALO      | NY | 14210 | 2     |           |          | (716) 824-7203 |              |
| 162603 | 162625 | 462442 | B & S MINI MART     | 1199 SENECA ST    | BUFFALO      | NY | 14210 | 5     |           |          | (716) 826-6199 |              |
| 162603 | 162625 | 470390 | DAILY NEWS & NUMBER | 999 BROADWAY ST   | BUFFALO      | NY | 14212 | 2     |           |          | (716) 894-4900 |              |
| 162603 | 162625 | 481046 | BROADWAY MINI MART  | 350 BROADWAY ST   | BUFFALO      | NY | 14204 | 1     |           |          | (716) 855-3828 |              |
| 162603 | 162623 | 488478 | STADIUM MOBIL #8    | 3856 SOUTHWESTERN | ORCHARD PARK | NY | 14127 | 3 NYS | 1260-0000 | STA3856  | (716) 649-5930 |              |
| 162603 | 162625 | 764711 | STOP N GAS #10      | 363 HOPKINS ST    | BUFFALO      | NY | 14220 | 2 NYS | 1260-0000 | GAS0363  | (716) 825-6484 |              |
| 162603 | 162623 | 764723 | STOP N GAS #12      | 6685 SOUTHWESTERN | HAMBURG      | NY | 14075 | 2 NYS | 1260-0000 | GAS4101  | (716) 627-3401 |              |
| 162603 | 162625 | 764734 | STOP N GAS #1       | 166 FILLMORE AVÉ  | BUFFALO      | NY | 14210 | 2 NYS | 1260-0000 | STOO166  | (716) 856-5687 |              |
| 162603 | 162623 | 765363 | STOP N GAS #13      | 4100 SAINT FRANCI | HAMBURG      | NY | 14075 | 2 NYS | 1260-0000 | GAS4101  | (716) 627-2170 |              |
| 162603 | 162625 | 128642 | STOP N GAS #4       | 4100 SENECA ST    | WEST SENECA  | NY | 14224 | 2 NYS | 1260-0000 | GAS4100  | (716) 675-2788 |              |
| 162603 | 162625 | 357756 | STOP N GAS #2       | 1525 WILLIAM ST   | BUFFALO      | NY | 14206 | 2 NYS | 1260-0000 | GAS0001  | (716) 897-2781 |              |
| 162603 | 162625 | 128582 | BUZZ N BEE(PRIN-SEN | 2097 SENECA ST    | BUFFALO      | NY | 14210 | 1 NYS |           |          | (716) 825-5372 |              |
| 162606 | 162623 | 398620 | MATTS NEWS          | 93 E 3RD ST       | DUNKIRK      | NY | 14048 | 5     |           |          | (716) 366-4909 |              |
| 162606 | 162623 | 514559 | MACHIAS MINI MART # | 9718 OLEAN ROAD   | MACHIAS      | NY | 14101 | 2 NYS | 1260-0000 | SAD9718  | (716) 353-9957 |              |
| 162606 | 162623 | 357767 | YORKSHIRE SERV #5   | 12252 OLD OLEAN R | YORKSHIRE    | NY | 14173 | 2 NYS | 1260-0000 | YOR1225  | (716) 492-5722 |              |

PAGE BREAK TOTAL ACCOUNTS 66 TOTAL QUANTITY 104

TEMPLATE TOTAL ACCOUNTS 66 TOTAL QUANTITY 104

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